

Study #1 - July, 1988

	C1	C2	C3	C4	C5	C6
	Carlton	Winston Ultra	Kool Lights	Industry	Marlboro	Newport
	<u>85</u>	<u>Lts. 85</u>	<u>85</u>	<u>M#11</u>	<u>85</u>	<u>100</u>
American	1.0	5.6	8.4	13.3	17.5	20.0
Brown & Williamson	1.2	5.6	8.1	13.7	16.9	18.9
Liggett	1.2	5.8	8.0	12.5	16.6	18.1
Lorillard	1.2	5.6	7.9	13.0	17.2	18.5
Philip Morris	1.5	5.6	7.8	12.8	15.5	17.0
Reynolds	1.2	5.5	7.8	13.4	16.9	18.4
TITL	1.0	5.7	8.2	13.5	17.0	19.1

Study #4 - October 1989

	C1	C2	C3	C4	C5	C6	C7
	Carlton	Winston Ultra	Kool Lights		Marlboro	Newport	Industry
	<u>85</u>	<u>Lts. 85</u>	<u>85</u>	<u>L&M 85</u>	<u>85</u>	<u>100</u>	<u>M#13</u>
American	1.0	5.5	8.1	13.0	17.2	18.0	17.7
Brown & Williamson	1.1	5.3	7.4	12.3	16.3	17.1	17.2
Liggett	1.0	5.5	7.7	12.7	17.7	18.2	17.9
Lorillard	0.8	5.4	7.6	12.9	15.9	17.4	16.9
Philip Morris	1.5	5.6	7.6	12.2	15.8	16.5	16.7
Reynolds	1.1	5.3	7.7	12.6	16.4	17.7	17.2
TITL	1.1	5.4	7.8	12.8	16.9	17.7	18.0

Study #5 - April, 1990

	C1	C2	C3	C4	C5	C6	C7
	Carlton	Winston Ultra	Kool Lights		Marlboro	Newport	Industry
	<u>85</u>	<u>Lts. 85</u>	<u>85</u>	<u>L&M 85</u>	<u>85</u>	<u>100</u>	<u>M#13</u>
American	1.0	5.3	8.5	12.2	17.2	18.2	17.1
Brown & Williamson	1.2	5.3	8.3	11.4	16.1	17.8	17.1
Liggett	1.2	5.7	8.5	12.3	16.4	18.2	17.4
Lorillard	0.9	5.6	8.3	12.3	16.6	18.5	17.0
Philip Morris	1.3	5.8	8.2	12.0	16.6	18.0	17.4
Reynolds	1.2	5.5	8.9	12.0	16.2	18.5	17.0
TITL	1.0	5.5	8.8	12.2	16.8	18.8	18.3